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# AUDIENCE

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Boulogne, Monday 29 June 2020

## MONTHLY AUDIENCE RATINGS: JUNE 2020

**TF1 CLEAR LEADER  
ON ADVERTISING TARGETS**

**BEST MONTH OF THE YEAR TO DATE  
YEAR-ON-YEAR GROWTH**

**33.4% share of W<50PDM<sup>1</sup> (+0.9 pt)  
31.3% share of 25-49 year-olds (+0.5 pt)**



**TF1: 25 PROGRAMMES WITH OVER 6m VIEWERS**

**TF1: THE GO-TO CHANNEL FOR NEWS IN FRANCE**

**TMC: CLEAR LEADER IN DTT**

**TMC: BEST-EVER MONTH FOR *QUOTIDIEN***

**LCI: STRONG GROWTH OF 1.2%  
& NO. 1 NEWS CHANNEL BY VIEWING TIME**

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<sup>1</sup> Women under 50 purchasing decision makers



## BEST MONTH OF YEAR TO DATE ON TARGETS

**22.0% share of W<50PDM (+0.1 pt)**  
**20.6% share of 25-49 year-olds (+0.3 pt)**

## 25 PROGRAMMES WITH OVER 6m VIEWERS

## TF1 NEWS BULLETINS THE MOST POPULAR IN FRANCE

- **TF1 evening bulletin: strongest growth of any news bulletin in the 8pm slot**

**6.1m viewers, 28% share of individuals aged 4+**

**Best monthly audience share of individuals aged 4+ since August 2014 – excluding lockdown months**

Peak of 9.9m viewers (36%) on Sunday 14 June

Widening gap (1.0m viewers) over France 2

TF1 took 19 of the top 20 ratings for 8pm news bulletins

- **TF1 lunchtime bulletin: still the unrivalled leader**

5.5m viewers, 40.6% share of individuals aged 4+

Still the unchallenged leader, with a gap of 2.7m viewers over France 2

Peak of 6.2m viewers (42%) on Saturday 13 June

- **TF1 posted 8 of the month's top 10 audiences** including the no.1: 10.4 million viewers for President Macron's address to the nation on 14 June
- **LES 12 COUPS DE MIDI, in its 10th anniversary year, took its biggest audience share so far this year among individuals aged 4+ and W<50PDM with 36% and 26% respectively**
- **Very good return for DEMAIN NOUS APPARTIENT on the eve of its 3rd anniversary: up to 3.9m viewers, average 23% share of W<50PDM**
- **Flagship unscripted brands finished the season on a high:**  
Final of **KOH-LANTA**: 7.4m viewers / 32% of individuals aged 4+, 47% of W<50PDM  
**THE VOICE**: up to 4.2m viewers, average 25% share of W<50PDM
- **High viewing figures for TF1's movie offering:**  
**LES BRONZES FONT DU SKI**: 6.0m, 33% of W<50PDM  
**CAMPING 2**: 5.4m, 31% of W<50PDM  
**CENTRAL INTELLIGENCE ("AGENTS PRESQUE SECRETS")**: 5.4m, 32% of W<50PDM  
**RIEN A DECLARER**: 6.7m, 31% of W<50PDM



**VERY CLEAR LEADER IN DTT AMONG INDIVIDUALS AGED 4+ AND TARGETS  
BEST MONTH OF THE YEAR TO DATE**

**3.4% share of individuals aged 4+  
4.9% share of 25-49 year-olds (no.4 channel nationally)  
4.8% share of ABC1s (no.5 channel nationally)**

- **QUOTIDIEN: best month ever, with 1.9m viewers**  
And all-time best audience for a single show with a peak of 2.5m, best DTT audience of the month  
Still the clear leader in DTT with record audience share (8% of individuals aged 4+, and 15% of 25-49 year-olds and ABC1s)
- **BURGER QUIZ: most-watched prime-time DTT show, average 1m viewers**  
Average 8% share of 25-49 year-olds
- **DTT's most-watched movie offer with 0.9m viewers**  
Peak of 1.6m for MECHANIC: RESURRECTION, TMC's best movie audience so far this year



**LCI: STRONG YEAR-ON-YEAR GROWTH OF 1.2%  
& NO. 1 NEWS CHANNEL BY VIEWING TIME**

- LCI posted year-on-year growth (vs June 2019) of 0.4 pt for individuals aged 4+ and 0.2 pt for targets (ABC1s and 25-49 year-olds)
- LCI audience share up vs pre-lockdown (Jan-Feb 2020), +0.2 pt of individuals aged 4+
- LCI confirmed its status as no.1 channel by viewing time per viewer  
In June 2020, LCI viewers spent an average of 30 minutes a day watching the channel



**No.3 DTT CHANNEL FOR ITS STRATEGIC TARGET: W<50PDM**

**3.4% share of W<50PDM (+0.1 pt year-on-year)**



**BEST MONTH OF YEAR TO DATE AMONG W<50PDM**

**2.7% share of W<50PDM (+0.2 pt year-on-year)**

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